

PATENT ABSTRACTS OF JAPAN

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(71)Applicant : NEC CORP

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(54) IDENTIFICATION INFORMATION SUPERIMPOSING SYSTEM

(57)Abstract:

PURPOSE: To send a program and an advertisement while distinguishing them in terms of video signals by superimposing an identification signal to a 1st H of a first video period when the vertical blanking period, is finished just before the start and end of a commercial broadcast program at the program sending side.

CONSTITUTION: A mixer 13 receiving an output of a 22H cleaner 12 receiving a commercial television signal and an output of a 22H detector 5 and receiving each output of a program start information generator 10 and a program end information generator 11 clears the video signal of the 22H superimposed with the program identification signal and mixes the program identification signal and superimposes it thereupon. In sending the commercial program by the broadcast of the television program, the information identifying the start and end of the commercial program is superimposed on the first 1 of the video section finished with the vertical blanking period before and after the transmission of the program. Thus, the receiver side to detect and control the identification signal thereby recording the substantial program video image only consecutively while skipping the commercial program.



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